



**Little
Brothers** Embracing
the Elderly

PRESS RELEASE

For immediate release

News: Little Brothers of Longueuil become Little Brothers of Montérégie

Longueuil, April 3, 2024 - Little Brothers, an organization recognized for its mission to break the social isolation of seniors, today announced an important step in its evolution. Starting today, Little Brothers of Longueuil will change its name to Little Brothers of Montérégie, expanding its scope to include the entire Montérégie region.

Since 2013, Little Brothers has been active in the Longueuil area, providing vital support to more than 130 people aged 75 and over. Through regular visits, friendship calls, local events and celebrations, the organization has helped bring smiles back and improve the quality of life for many people aged 75 and over in the area.

However, with the covid-19 pandemic and growing economic challenges, Little Brothers has seen an increase in social isolation among seniors beyond the borders of Longueuil. This is why the organization decided to expand its action, as Joanne Parmenter, Senior Director of Action Operations for Little Brothers, explains:

"This name change is a reflection of our commitment to getting closer to the Montérégie population and extending our mission beyond Longueuil. We are convinced that this change will strengthen our ability to break social isolation and help more seniors age with dignity."

This is great news for people in the community, as Little Brothers will be able to better meet the growing needs of seniors in the Montérégie region, offering them a wider and more inclusive range of support.

According to data from the Quebec Statistics Institute, Montérégie is the province's most populous region, with over 1.5 million people, a significant proportion of them aged over 65.

Little Brothers of Montérégie would like to sincerely thank its volunteers, donors, partners and collaborators for their ongoing support. Any contribution, whether financial or in time, is essential to continue making a significant difference in the lives of local seniors.

For more information on Little Brothers of Montérégie: littlebrothers.ca/monteregie.

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littlebrothers.ca



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About Little Brothers

Since 1962, Little Brothers' mission has been to break the isolation of lonely people aged 75 and over by creating a committed, loyal family around them. Active in 12 regions of Quebec, and everywhere else through telephone twinning, the organization is the only one to support seniors right up to the end of their lives, whatever their condition. With an average age of 85, these "Great Friends", as they are affectionately known by the volunteers and the entire Little Brothers team, benefit from a network of support and mutual assistance that lasts an average of four years and can even extend to more than ten years. Most of these people live on low incomes, and almost a third suffer from complex health problems. Actress Marie-Thérèse Fortin is the spokesperson for Little Brothers, and actress Béatrice Picard has been its godmother for over fifteen years.

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Source : Little Brothers

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